

RESEARCH PAPER: A Content Analysis of Corporate Social Responsibility Reported in the
Corporate Web sites of the *Fortune* Global 500, Top 50 Asian Companies

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This study analyzes websites of the *Fortune* Global Ranking 50 Asian corporations to examine the current status of corporate social responsibility communication as reported in their Web pages. Furthermore, analysis of sample of 50 corporations provides the structure of Web communication and the specific issues in which companies aim to take part or whether there is difference depending on their country or industry.

The main objective of this study is to investigate how the world's leading Asian companies use the corporate Web site as a tool of communication for corporate social responsibility. The combination of CSR and corporate Web site is investigated in this study through a content analysis of the corporate Web sites by the top 50 Asian corporations in seven countries: China, India, Japan, Malaysia, South Korea, Taiwan, and Thailand of the *Fortune* 500 Global ranking 2009. To understand CSR activities in the corporate Web sites in each company, this research look at how companies involve with CSR in terms of motivating principle, process, stakeholder issues, and the component of CSR.